

Cottonwood Heights Arts Council Meeting

April 11, 2018

6:00pm – 8.00pm – City Hall

Scribe: Jannalee Hunsaker

In Attendance: Sheila, Jannalee, Jennifer, Elise, Katy, Felicia, Mike, Bill, Natalie

Not in Attendance: Becky, Kim, Emily,



Member	Agenda Item	Discussion	Action Items Assignments
Sheila	Roll Call Approve minutes	Sheila conducting the meeting this evening, called the meeting to order at 6:06. March minutes approved by council. Kim and Becky are out of town and excused from the meeting.	
Sheila	Message	Leaders who see strength in others build doors in walls. – What kind of walls do we come up with in our community and as a counsel. How do we recognize the strengths in others and use that to open doors and draw people in and to accomplish what we need to do as a council? Perspective is an important reminder that we need to step back and look through a different lens.	
Katy		<p>Review Action items Setting up donation page on website – Pending Kim completing this with Dan.</p> <p>Katy – Update on marketing packet – Form is with the graphic designer and will be completed in 2-3 weeks. Still waiting on high resolution pictures from Annie for the brochure. Katy is attending the business luncheon tomorrow.</p> <p>Carin Fausett information on website and social media – Carin is actively marketing her event on her website. We have posters to place out in the community and to make a push on social media. Because this was not added to the April City Newsletter, Katy and Mike will talk to Dan M tomorrow to see if the article and graphic on our website can be added to the May Newsletter since we missed the 10th of the month dead line. Jennifer inquired about a budget for the event. Jennifer made a motion for the council to delegate a \$300 budget for this event. The council voted and approved budget amount.</p> <p>Kim – Send out email blast for Carin Fausett Show.</p>	Kim
Sheila		Photography Show Evaluation – Sheila was impressed with the quality of work that was displayed. 34 artists with over 80 pieces of art. The reception had a good support from the community. Lessons to take forward – only have the reception for 2 hours. The awards were excessive and could be cut back for next year. For honorable mentions, just have something visually placed by the picture that would identify the recognition. Find a balance. Post winners or recognitions on our social media sites and link to the artists website if they have one.	
Sheila		Concern: Becky had heard that the theater teacher at Butler Middle School is retiring and they are not intending to replace her. How will this impact the arts in our community that the theater program will be dissolved? Sheila has offered to email the principal to get more information. Elise said that her son Hunter has this class and will inquire about this and report back to the council.	

		As a council, we'd like to talk to the school district and see how we can create more of a focus on the benefits of music in the minds of our young students. Put on a musical benefit with local music performers, (Piano guys, GENTRI, Jenny Oaks Baker, David Archuletta, etc.) to raise awareness to the importance of music and its benefits to the community when young artists develop musical skills.	
Felicia Jennifer		<p>Art exhibits in city building – discuss featured artists. Felicia and Jennifer would really like to continue to have artists show at City hall. Jennifer shared her vision that eventually, artists come to the council asking us to show their work. Build a rapport with the artist community and host professional, meaningful art exhibits. To get this started, we'll begin with quarterly goals to build this foundation.</p> <p>For future goals, we want to feature these artists on our website and have them register on our website. Jennifer will put together a proposal for this project.</p> <p>April there is a photographer and artist scheduled to show their work. Note: The featured artists listed in the city newsletter was listed as "February" and not April.</p>	
Jannalee		<p>Website for Arts Council These council members need to submit a picture and bio to be listed on the website. Jennifer, Emily, Needs for website:</p> <ul style="list-style-type: none"> - Theater page – pictures and write up about state of the art theater to attract more performers. - Page showing pictures of past events. - Cottonwood Heights Women's Choir – request sent 1/23/18 to add to website. Kim to follow up. - BIG Audition information. 	
Katy		<p>Musical – BIG – Auditions dates are May 8th & 10th. Call backs on May 12th. Reach out to high schools to market show and get interest. Marketing for BIG Auditions – Katy</p> <ul style="list-style-type: none"> - Need to get posters in the schools. - Use email blast to email out audition information. - Character Synopsis on our website. - Rehearsals and show dates. - Expectations of cast. - List of conflicts. - Disclaimer – parent /guardian participation to help supervise children during rehearsals. - Posters need to be put in areas like: <ul style="list-style-type: none"> o LDS institutes, BYU and UTAH Theater departments. o Singles Wards – YSA buildings. <p>Jannalee – update information on website to include more details about the musical.</p> <p>Elise is going to mail the audition poster to school theaters. Council members are all going to deliver posters to schools, libraries and businesses.</p> <p>Kim – please make Katy an administrator for the Facebook page.</p> <p>Sign up Genius – online tool to help parents sign up.</p>	

		<p>Elise and Natalie offered to help with some of the marketing and production tasks.</p> <p>Elise suggested doing an audition workshop.</p> <p>Becky or Kim - Ask Doug Bishop if this is something he would like to do.</p>	
		<p>Graphics Needed: Posters for upcoming events. Place at BMS at Rocky Mountain strings concert: Advertising arts council, SALT Dance concert, BIG Auditions, Carin Fausett Exhibit, others?</p> <ul style="list-style-type: none"> BIG Musical Graphic 	
		<p>Rocky Mountain Strings concert – April 17th</p> <p>Assignments for event: Posters for what the Arts Council does.</p> <p>Becky – What posters do you want displayed at the event? Do we have time to get new ones printed before the event?</p> <p>Becky and/or Kim – Bring posters and stands to event.</p> <p>Sell concessions – Jennifer’s husband is not available for this event.</p> <p>Felicia offered to get bagels from Rich’s bagels if we wanted to sell them. Will need to let her know if we plan to have concessions at the event.</p> <p>Council members needed to be there to represent the council. Wear vests.</p> <p>EMILY – will help coordinate decorations for the Rocky Mountain Strings and One Voice and the SALT event.</p>	
		<p>SALT Dance event. – What can we be doing now to market the event.</p> <p>Dates: May 18-19 Workshop goes from May 14-19 and the concert showcases the students and dancers form the workshop.</p> <p>May 18-19 Council Assignments:</p> <p>All council members need to help promote event. Share on social media sites.</p> <p>Tickets</p> <p>Refreshments – Jennifer confirm husband’s involvement.</p>	
Katy		<p>Marketing, Sponsorship update:</p> <p>Sponsor Brochure, CWH business Lunch April 12th</p> <p>Send out a calendar with Arts Council Events to city members .</p> <p>Kim - ask if we can insert something with the newsletters – use a piece of art that has been shown in a previous exhibit.</p> <p>Future idea: Turn the parking lot of the city hall into a local farmers market. Mike communicated that a new park is being built in 2020 at the site of the former Canyon Racquet club that will have 300 parking spots. The idea is to develop a plan to have an arts festival there in the summer months. We can also</p>	

		explore the idea to have a once a week summer farmer market / musical festival with groups performing for community gatherings.	
Jennifer		<p>Carin Faucet Art Show – May 5th. Reception 7-9 pm at the city building. Council members to attend and help market event.</p> <p>Assignments for event: Set up art: Kim, Jennifer & Carin Set up table for refreshments: Kim, Jennifer, Other members? Get refreshments: Jennifer</p>	
Felicia		<p>Pole Art update: The council voted to use the large pole by the library as the pilot pole to kick off project.</p> <p>Felicia needs help writing up a proposal for what is expected from the artists...take a picture of our pole and what is needed to market the project. Jannalee and Katy agreed to help put together the written draft what will be used to market event to businesses. Felicia, send details to Jannalee and Katy.</p> <p>Kim, is there anything that has already been written up about this event that we can use?</p> <p>Felicia also indicated that she needs a map to provide locations of the poles so that the wraps are not installed on a wrong pole. Mike said that the poles already have numbers to help organize them.</p> <p>Bill – make a google map for Felica with all the pole locations.</p>	
	Natalie	<p>Natalie brought up an idea shared by a city council member to get school kids involved with the Park City Sundance Film Festival. The city council member said she hoped that Cottonwood Heights schools could get involved in this project. The council would like to invite her to come to a council meeting and make proposal.</p> <p>Natalie or Mike, please provide name so an invitation can be extended.</p>	
		Mike communicated that the parking lot east of the skate park would be a great place to have a food truck and community events. There are restrooms and pavilion – bring up in next meeting to discuss ideas.	
	2018 Event Planning	<p>Review and update assignments April: April 17th - Rocky Mountain Strings and One Voice May: SALT Dance May: May 5th Carin Faucet show at city bldg. June-Aug: Summer Musical Sept: Art Show Nov: Tree Lighting Event – Nov 26th.</p>	

Next Meeting – May 2nd, 2018

Action Assignments

Description		Person Responsible	Due Date	Complete
1	Set up a meeting later in the year for members who would like to give recommendations and share ideas for the tree lighting event.	Jannalee	8.1.2018	<input type="checkbox"/>
2	Get high resolution pictures for marketing brochure.	Kim	4.30.2018	<input type="checkbox"/>
3	Talk to Dan about getting donation page on website.	Kim	2.1.2018	<input type="checkbox"/>
4	Finish Marketing Packet and send to graphic designer. Have it reviewed by council prior to printing.	Katy	3.1.2018	<input type="checkbox"/>
5	Ask if we can insert something with the newsletters	Kim	4.30.2018	<input type="checkbox"/>
6	Send google maps to Felicia.	Bill	4.20.2018	<input type="checkbox"/>
6	Send out email blast for Carin Fausett Show.	Kim	4.23.2018	<input type="checkbox"/>

Parking Lot Items		
<p>Excellence in the Community</p> <p>Using Drop Box – Training</p> <p>Council Marketing Kit – See May 2017 notes</p> <p>Marketing Strategies</p> <p>Business Partner Sponsors</p>	<p>Art Festival – group art, photography, music together</p> <p>Fund Raising Event</p> <p>Creating an Art Guild</p> <p>Volunteer Pool</p> <p>Power Pole Art project</p> <p>Halloween Monster Mash Party 2018</p>	<p>Write for the Heights – done historically in CH. Jennifer will consider doing something like this for 2018.</p>